Press Kit

ontraport

Company

About

Ontraport is a CRM and automation platform designed for any business that's ready to scale, giving you all the tools you need for selling, marketing and managing a business online — in one app.

Mission

Ontraport's mission is to support entrepreneurs in delivering their value to the world by removing the burden of technology. We deliver on that mission by creating software, offering services, and educating the entrepreneurial community.

Values

Ontraport's diverse and thriving team is united by nine shared values, which support constant innovation and collaboration. These team values have earned the company over 25 awards.

Company Awards

Product Awards

Customers

Ontraport serves thousands of business owners in over 60 countries and a variety of industries including coaches and speakers, authors and bloggers, consumer services providers, and professional services providers.

Company

Headquarters

2040 Alameda Padre Serra, Suite 220
Santa Barbara, CA 93103

Resources

Access logos, images and communications standards here.
Find customer reviews of Ontraport here.

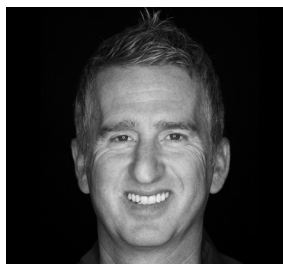## Contact

855.Ontraport (668.7276)
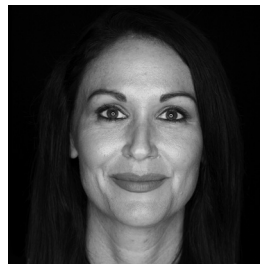ontraport.com

Media Inquiries
Contact: pr@ontraport.com

Request a Sandbox Account
Email: support@ontraport.com

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Company

Landon Ray Ontraport founder and CEO, is a serial entrepreneur whose personal mission is to educate, motivate and enable others to realize their goal of starting and growing their own business.

Lena Requist Ontraport president, has built startups into multimillion dollar organizations and is passionate about systemizing businesses and developing teams.

Forbes | Entrepreneur
BigSpeak | Fire Nation

Divine Living | Entrepreneur
Forbes | Due | Inc.

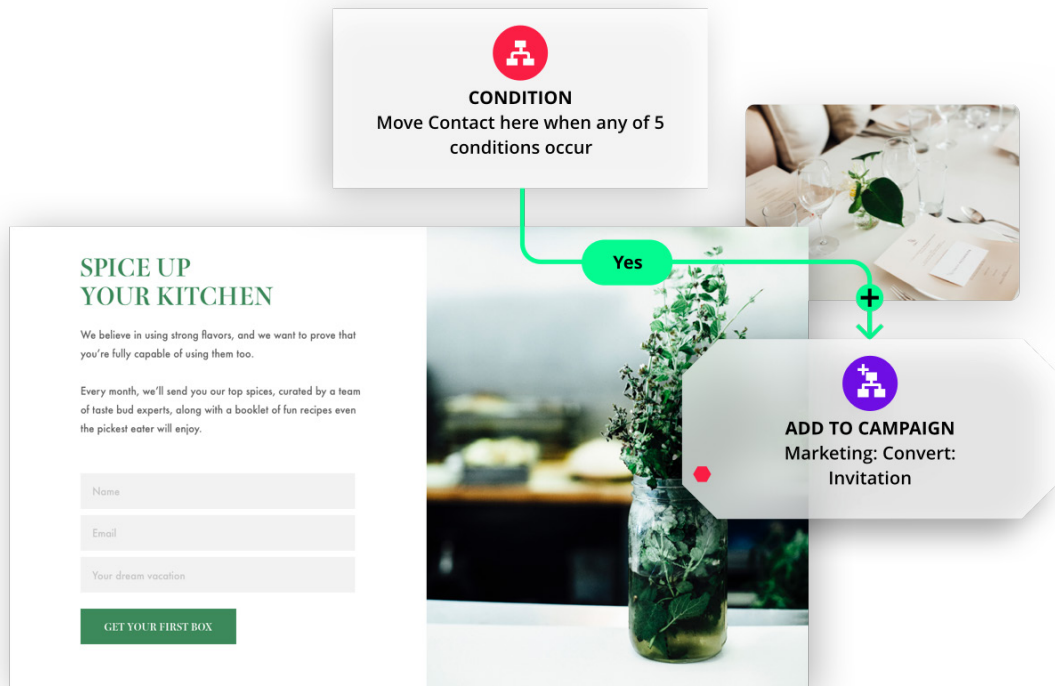To read more about Landon and Lena, see their speaker reels; to request either as a speaker, visit our Press page.

For more on our team, including photos and executive team bios, visit our Team page.

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Solutions

Business Process Automation

Effectively automate your repetitive internal business processes so you can save time to work on the projects that matter the most. By automating your business's operations, you'll not only ensure that every interaction your customers have with your business is excellent, but you'll put your business in a better position to scale and grow faster. [Read More](#)
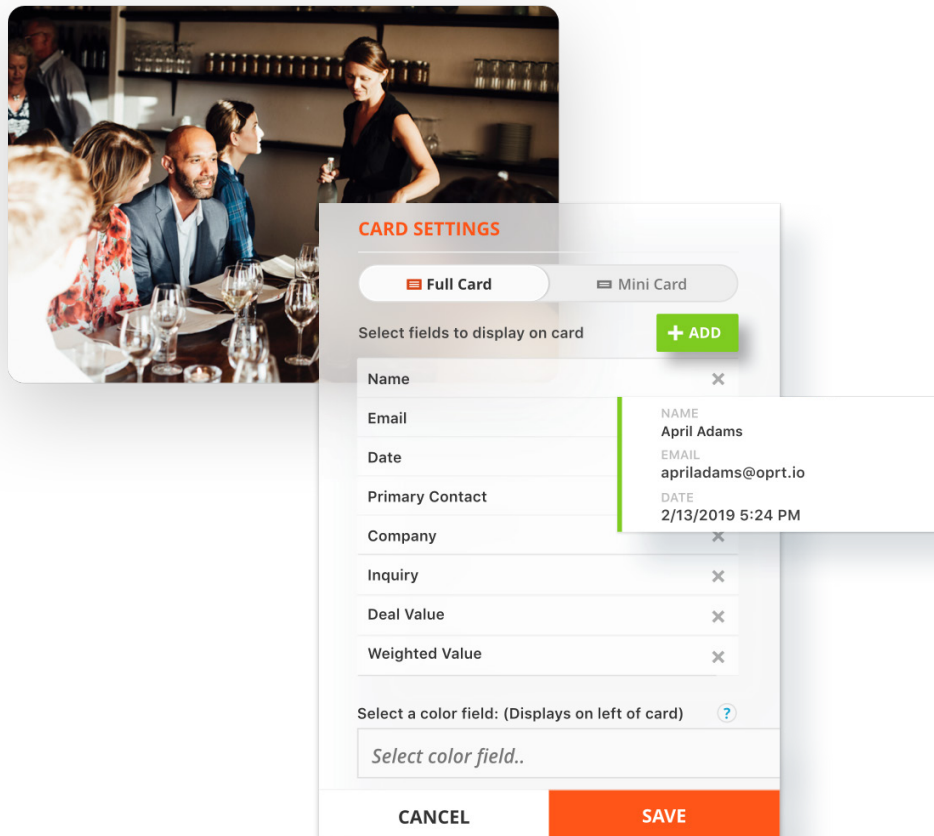

- Automated Task Management
- Automated Follow-up
- Internal Notes
- Fulfillment Lists

- Process Mapping
- Team and User Permission Settings
- Custom Metrics Dashboard

Solutions

Customer Relationship Management (CRM)

Give your customers personal experiences, no matter how big you scale. Your CRM will keep a detailed, up-to-date record of customer information, including their page clicks, email opens, sales conversations, and product purchases so you can understand each individual and send the right message at the right time. [Read More](#)
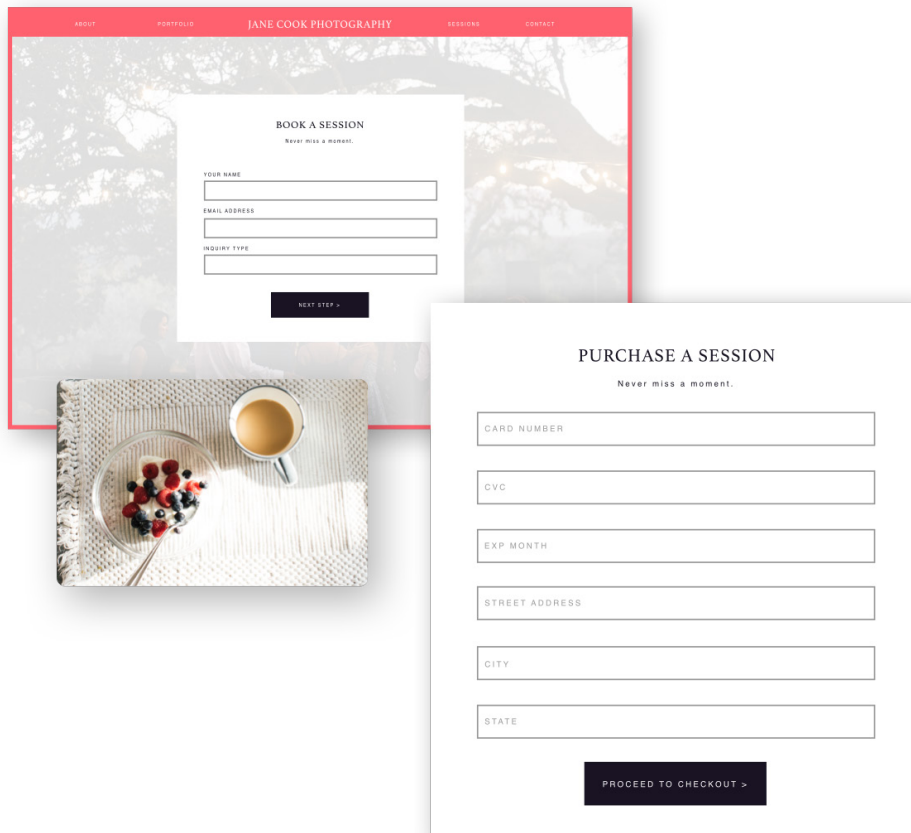

- Contact Management
- Sales Pipeline Management
- Visual Card View
- Advanced Contact Relationships (Custom Objects)
- Contact Segmentation

- Custom Fields
- Tags
- Activity Log
- Automation Log
- API Access
- Webhooks

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Solutions

Ecommerce

Sell your products and services online and take payments via credit cards or PayPal. Encourage purchases with personal or group coupon codes, and get more out of each sale with upsells and order bumps. Your payment gateways flow seamlessly with your sales process so your customers don't have to leave your page to finish their purchase, and they'll receive all your follow-up automatically.
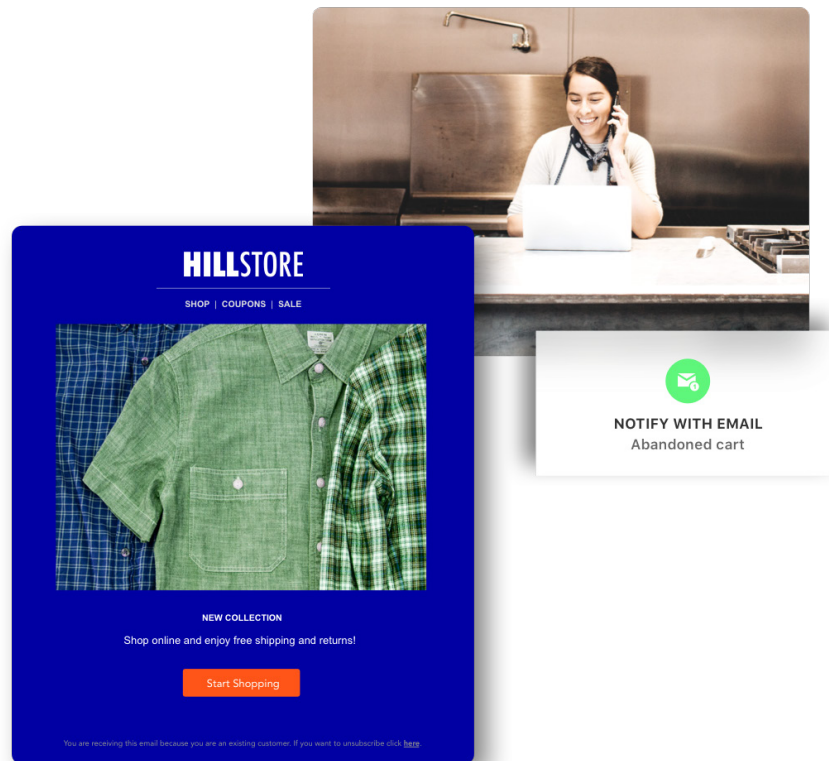[Read More](#)

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- Payment Processing
- Secure Order Forms
- Coupon Codes
- Subscriptions and Trial Payments
- Cart Abandonment Automation

- Payment Plans
- Upsell and Cross-sell Forms
- Custom Invoices
- Credit Card Failure Automation
- Order Bumps

Solutions

Email Marketing

Send emails to groups of customers to promote your products, confirm purchases, share your latest content and product updates, and more. Your emails can be sent automatically based on the schedule you set. Plus, our delivery rates are among the highest in the industry, meaning you can rest assured your emails will make it to your recipients' inboxes. [Read More](#)
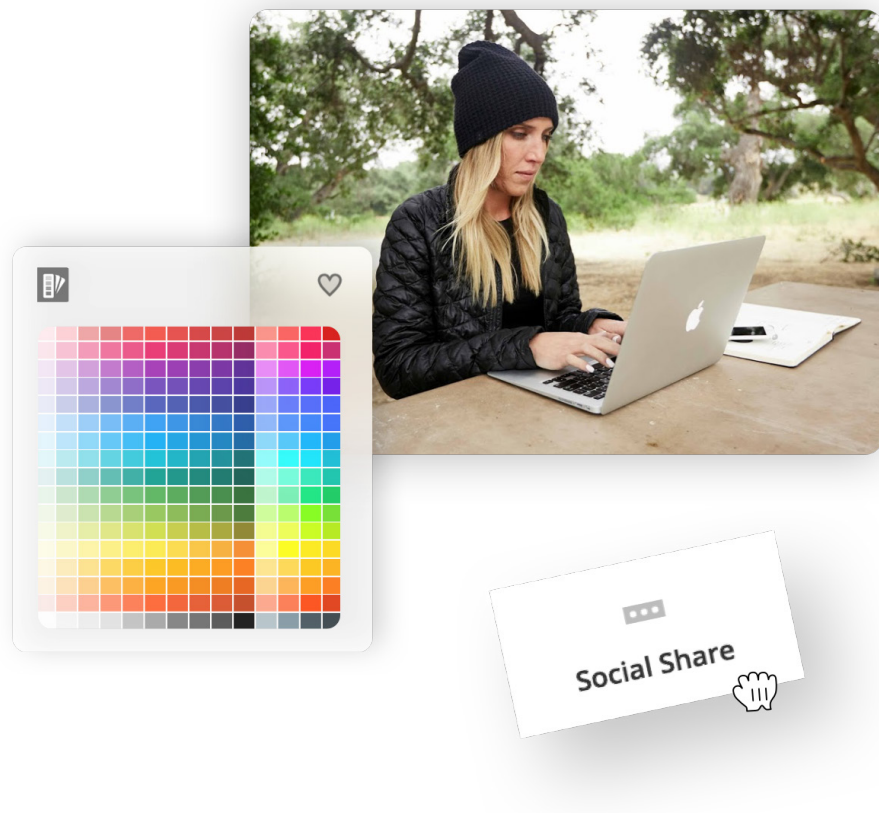

- Email Templates
- Automatic Email Tracking
- Advanced Split Testing
- Merge Fields
- Transactional Emails
- Spam Score Check
- Newsletters

- Broadcasts
- Automated Re-engagement
- Postmaster Consultation
- Tracked Links
- Custom Domain for All Tracking Links

Solutions

Landing Pages

Create and launch landing pages in minutes to showcase your offers and draw visitors into your brand. Use our professionally designed templates as a starting point and customize them to suit your brand's look. Our page builder is super easy to use, and all pages adapt to any size screen. Add built-in or pop-up forms to capture visitors' attention and information, and get fancy with page content that can change based on who is visiting the page — for a highly targeted experience that prompts action. [Read More](#)
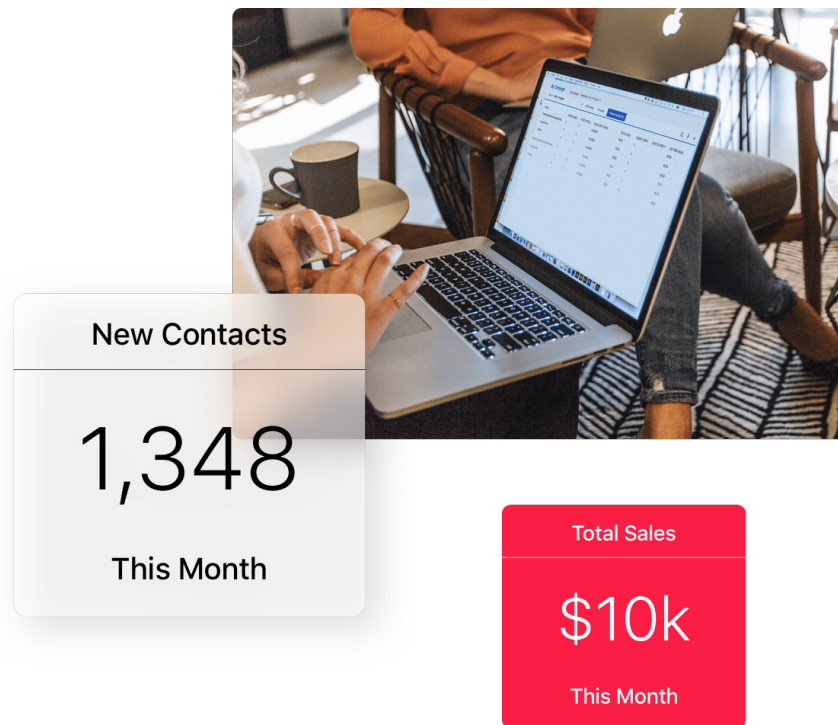

- Ontraport Pages
- Landing Page Templates
- Ontraport Forms
- Web Form Templates
- Google Fonts
- Timed Display Blocks
- Conditional Blocks
- Sticky Blocks

- Custom HTML Elements
- Mobile View Customization
- Mobile Responsive
- Split Testing
- Page Tracking
- Personalized URLs
- Tracked Links
- Video Hosting

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Solutions

Marketing Analytics

View visual data so you know what's working and what's not working to drive business growth, in real time. Once you've got the insight you need, you can turn around — in the same app — and do something about it. Adjust your automated campaign flow, change your email copy, split test a different landing page. It's all in your control. [Read More](#)

New Contacts

1,348

This Month

Total Sales

$10k

This Month

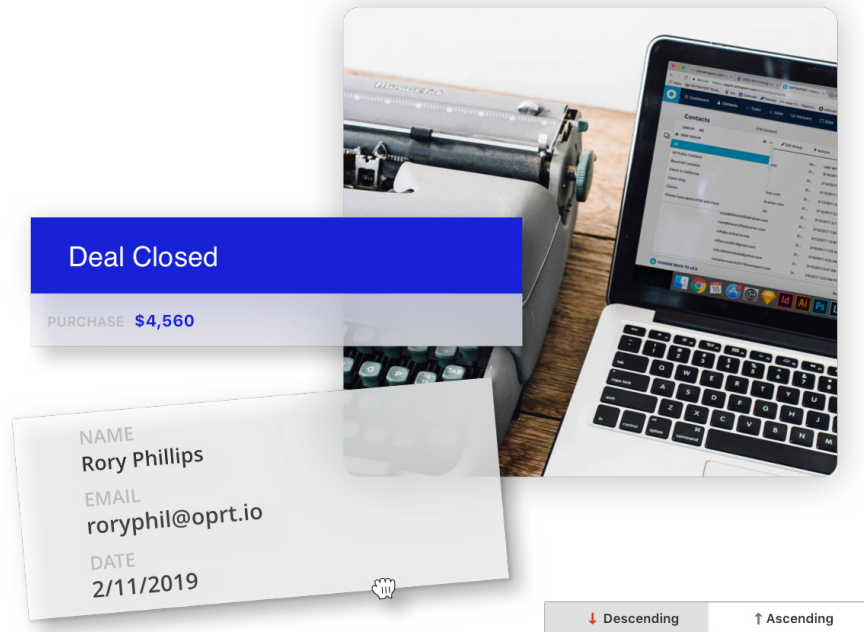- UTM Tracking
- UTM Link Generator
- First and Last Click Attribution Tracking
- Tracked Links
- Personalized URLs
- Page Tracking
- Tracking Pixel
- Marketing ROI Tracking

- Custom Dashboard
- Lead Source Tracking
- Visual Performance Reporting
- Contact Flow Reports
- Funnel Conversion Reports
- Customer Lifetime Value Reports
- Custom Date Range Reporting Filters
- Campaign Performance Projection

Solutions

Marketing Automation

Automation is the veins running through your marketing, connecting the dots between your emails, pages and other customer touch points to keep everything working in harmony. Our sophisticated logic, based on the simple question, "What Happens Next?" allows you to create unique experiences for your customers as they journey toward a purchase, a sign-up, or whatever your goal may be.
[Read More](#)

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Deal Closed

PURCHASE **$4,560**

NAME
Rory Phillips

EMAIL
roryphil@oprt.io

DATE
2/11/2019
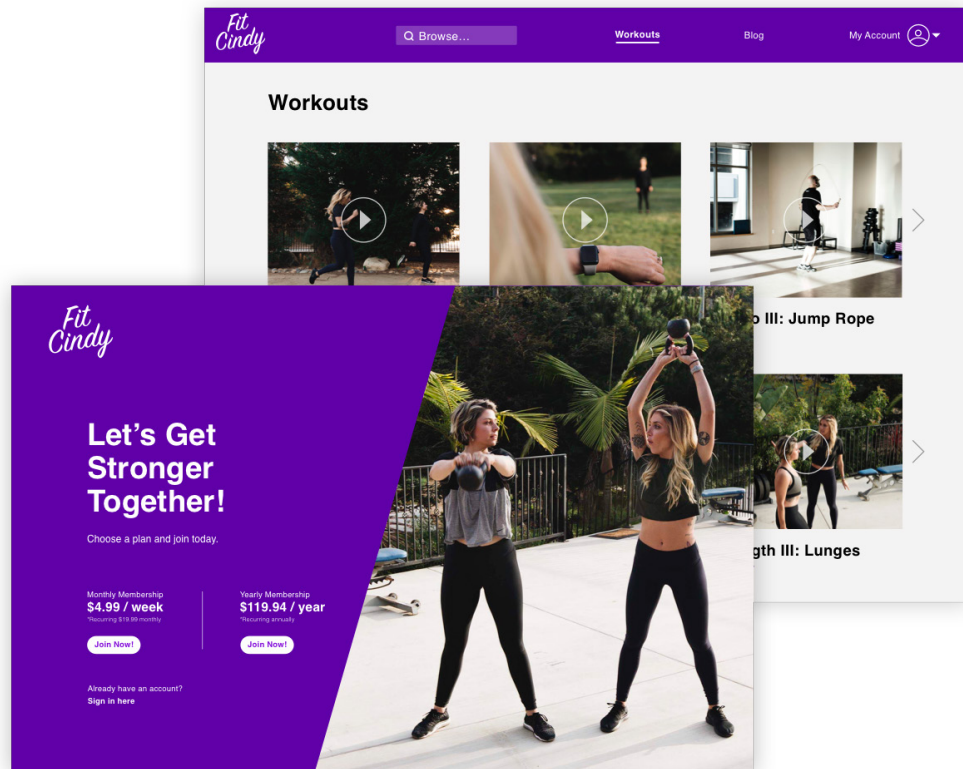
↓ Descending   ↑ Ascending

- Campaign Maps
- Pre-built Campaign Marketplace
- Email Marketing
- 2-way SMS Text Messaging
- Postcard Automation
- Facebook Lead Capture
- List Segmentation

- If/Then Rule-based Automation
- Conditional Filtering
- Custom Time Zone Settings
- Goal-based Automation
- Facebook Custom Audience Integration

Solutions

Membership Sites

Create members-only websites to deliver your expertise to the masses and earn recurring income. Charge for subscriptions or payment plans, automatically assign membership levels, provide logins and passwords, and grant or revoke access to members. [Read More](#)

- Free WordPress Hosting
- WordPress Plugin
- Add Ontraport Media
- Drip Content
- Multiple Membership Levels
- Automated Subscription Payments
- Page-by-page Content Protection
- Login Delivery and Password Reminders
- Automated Access and Removal
- Customer Center

Solutions

Partner Programs

Bring on rapid growth through referrals. Give your partners tracked links, emails, lightboxes and more to promote your products, then pay them for their referrals automatically using our built-in partner management system. Read More

PARTNER

Name

Christopher Rome
$55,754.00

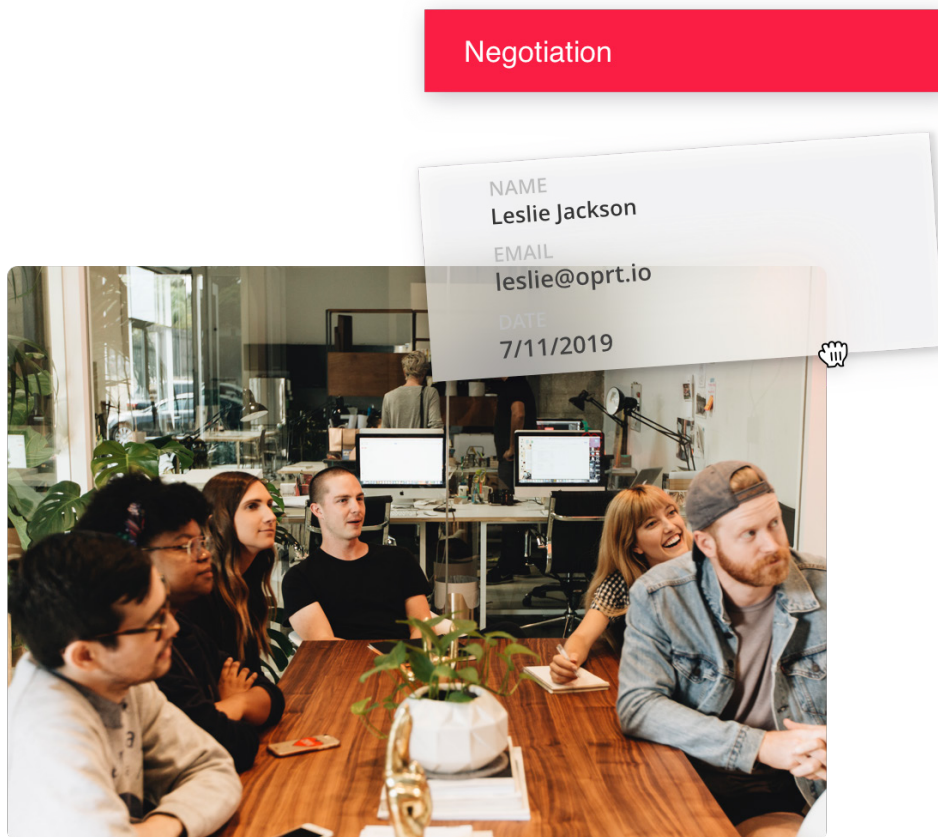Signup Date

5/26/2018 8:31 AM

- Multiple Programs
- Custom Commission Settings
- Referral Links
- Promo Tools
- Automated Partner Management

- Automated Partner Payments
- Partner Center
- Partner Tracking
- Program Reports
- Earnings Reports

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Solutions

Sales Force Automation

A full sales pipeline using records for Deals and Companies is built in, ready for your sales team to use to manage their leads with just a few clicks. Reps can simply drag and drop to move leads down the pipeline, setting automated follow-up into motion, and they can check their progress toward sales quotas in real time.
Read More

Negotiation

NAME
Leslie Jackson
EMAIL
leslie@oprt.io
DATE
7/11/2019

- Lead Routing
- Lead Nurturing
- Lead Scoring
- Automated Follow-up
- Automated Task Management

- Visual Pipeline Management
- Notes
- Custom Sales Team Reporting
- Custom Objects

Product

Pricing

	Basic $79/month	Plus $147/month	Pro $297/month	Enterprise $497/month
	For small businesses ready to grow	For businesses going from startup to scaled	For scaling businesses that need to manage it all	For established businesses that need customization
Monthly Pricing	US $ 79	US $ 147	US $ 297	US $ 497
Contacts	1,000	2,500	10,000	20,000
Emails	Unlimited	Unlimited	Unlimited	200,000/month
Account Setup	—	✓	✓	✓
Included Account Users	1 user	2 users	3 users	5 users
Email Consultation	—	—	✓	✓
Personal Account Rep	—	—	—	✓

Onboarding

All new Ontraport accounts get two free hours with an onboarding specialist to help seamlessly transfer contacts, emails and pages. Our experts will also help clients build their most critical campaigns to get on track for a fast and successful start. Read More

Customer Support

Ontraport is known for its award-winning Customer Support and Client Success teams, which boast a 97% satisfaction rate and response times that far exceed industry standards. The team is available to offer support, hands-on software assistance, and one-on-one strategy sessions via email, live chat and screenshare.

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Competitive Edge

The world is changing and businesses have to keep pace

The past decade has seen a boom in the creation of standalone apps to handle business and marketing functions such as email marketing, landing pages and marketing automation. In recent years, however, that flurry has slowly begun to dissipate as business owners realize that the "app for each thing" strategy only leads to frustration, expense, time waste and stunted business growth.

At Ontraport, we realize that to effectively run a business today, you need software to handle a variety of functions — and we believe you only need one software to handle them all. With an integrated platform, all your systems work together seamlessly and provide you with a comprehensive view of your customers and business data — a necessity for making smart decisions for growth.

Why is all-in-one better?

The world is full of examples where all-in-one wins. The smartphone, for example, is a camera, computer, mapping device, calculator, and much, much more. And for almost everyone, the smartphone is a better choice than having the best of each of those devices separately.

It's our belief that the future of small business technology will follow that same pattern. Businesses will not be required to research and buy a page builder, email tool, CRM and payment system and then figure out how to use them all together. Instead, one platform will emerge as the leader because all-in-one platforms are a true solution for the problems faced by the vast majority of scaling businesses.

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